

VTF 2006

VIA Technology Forum

Embracing Digital
Intelligence

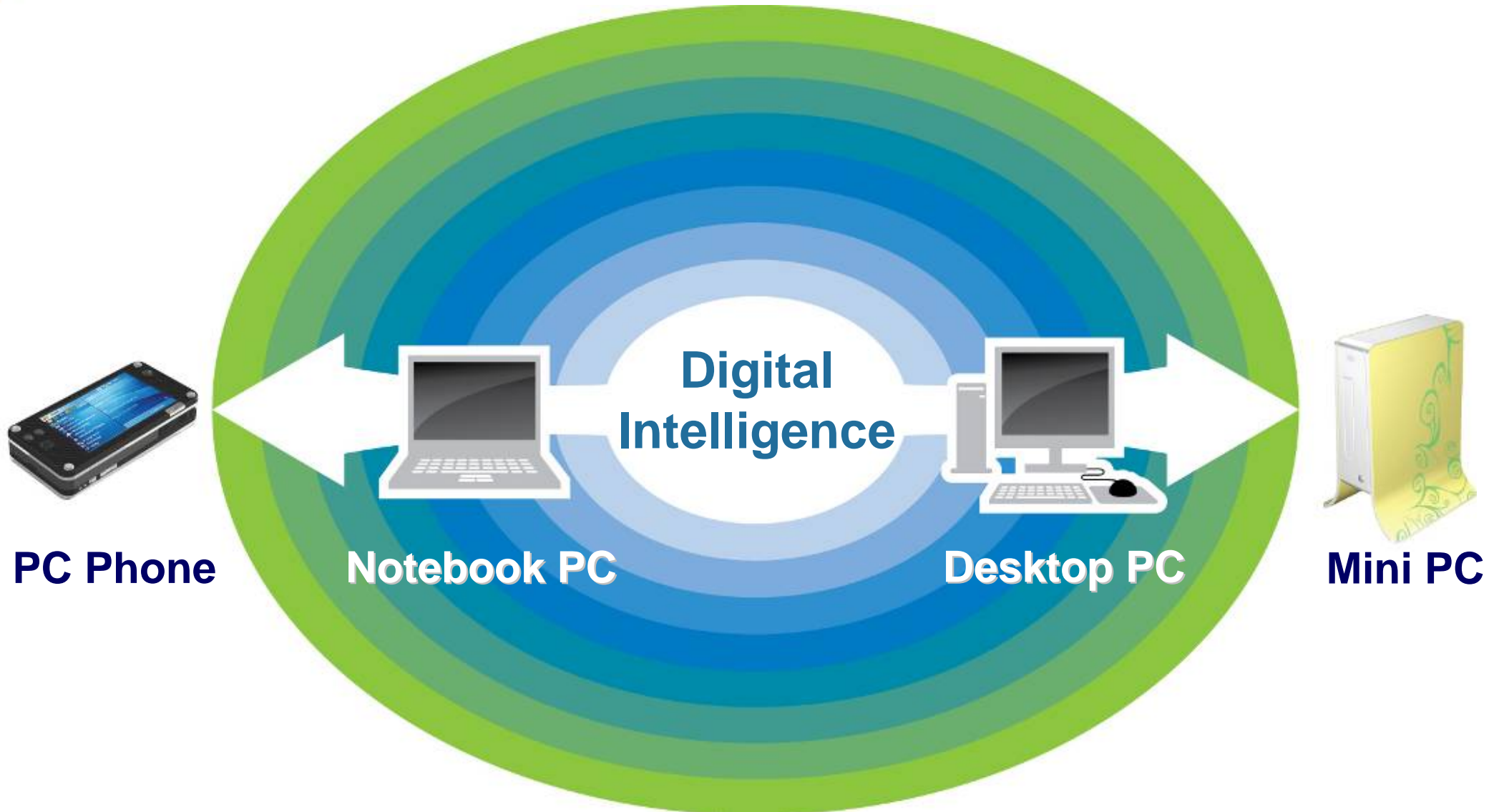
Wenchi Chen
President and CEO, VIA Technologies, Inc.



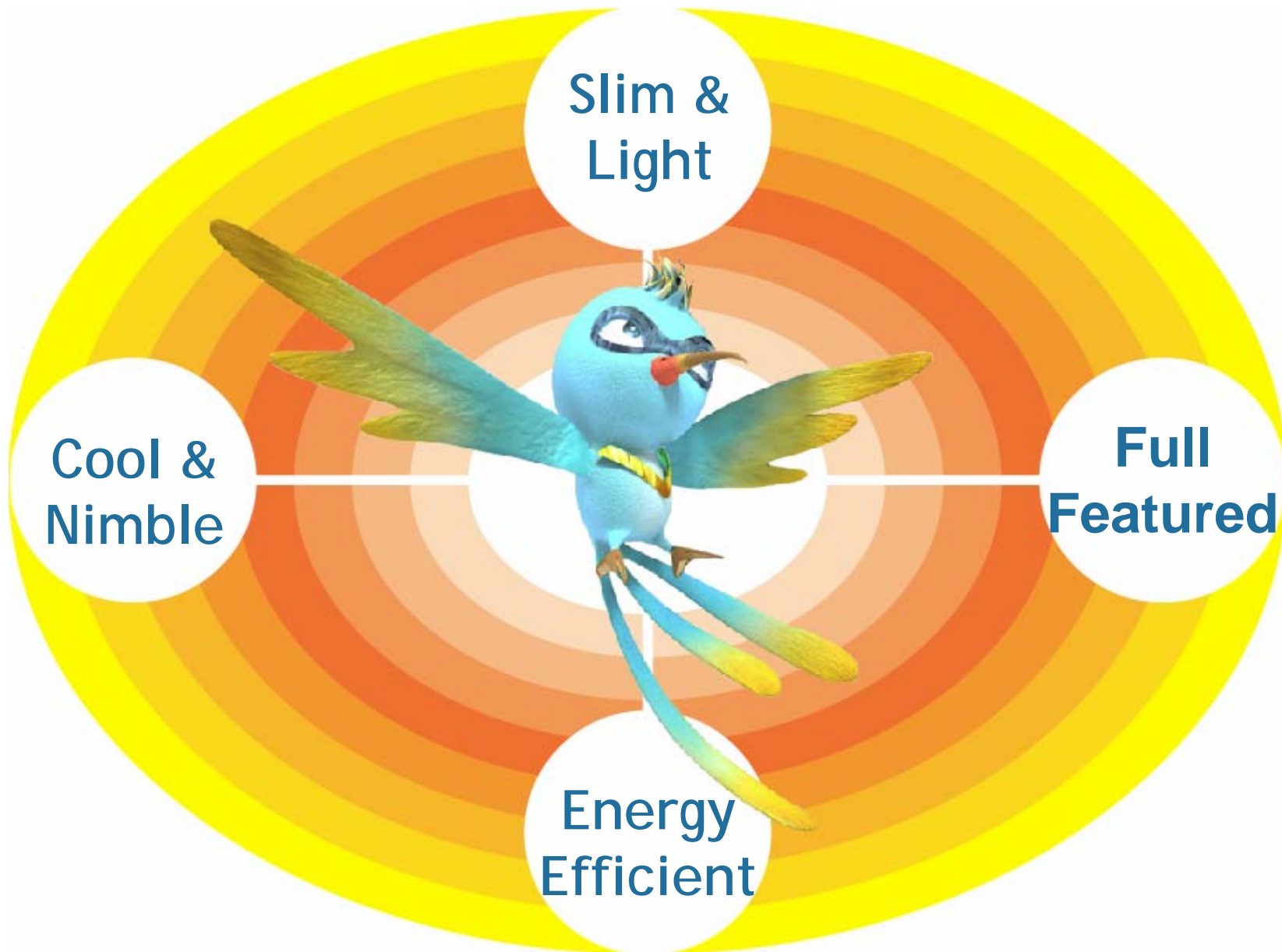
Ubiquitous Digital Intelligence

- **Digital Intelligence is all around us!**
 - Making our lives easier, more convenient
 - Enabling a new generation of smart living
 - Changing the concept of our digital world
- **Digital Intelligence is moving beyond the PC platform**
 - Opening up innovative new device types
 - Driving the emergence of new applications & services
 - Enabling exciting new usage models

Digital Intelligence Proliferating



Small is Beautiful!



VIA: Slimming Down the PC Platform

- **Best Performance Per Watt**
- **Richest Feature Integration**
- **Market Leading Miniaturization**
- **Real Product Differentiation**
- **Multi-Faceted Innovation**

VIA Three-Step Plan

Silicon Level

Smaller, cooler
running, more
integrated chips

**More Performance
per Watt**

Platform Level

Smaller, more
integrated
mainboards

**More Features
per Square Inch**

System Level

Smaller, lighter,
more stylish chassis,
longer battery life

**More Functionality
per Liter/Pound**

Slimming Down the Mobile PC Platform

Silicon Level



+



+



Platform Level

VIA *Mobile*
Platform

VIA *UMPC*
Platform

System Level



From Notebook & Handheld to UMPC and PC Phone



Handheld Devices

Application specific

Battery-life measured in days

“Fits-in-the-Pocket” size

PC-Phone

PC Notebooks

Full Windows experience

Rich application base

Mature x86 infrastructure

Always On =

Longer Battery Life

Always To-Go =

Smaller and Lighter

Always Connected =

Beyond Wi-Fi, phone connectivity

"System-In-Package"

-- x86 In The Palm Of Your Hands

- **Palm-Size Form Factor**

- Complete x86 System in 35x35mm² size
- Up to 30% board real estate savings
- Low Profile

- **Long Battery Life**

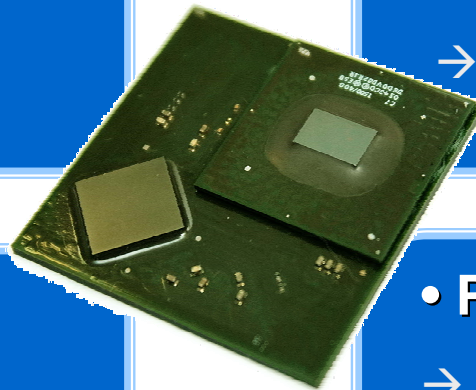
- Supports Enhanced PowerSaver™ Power Management
- Configurable for hand-held usage scenarios

- **Fast Bring-up**

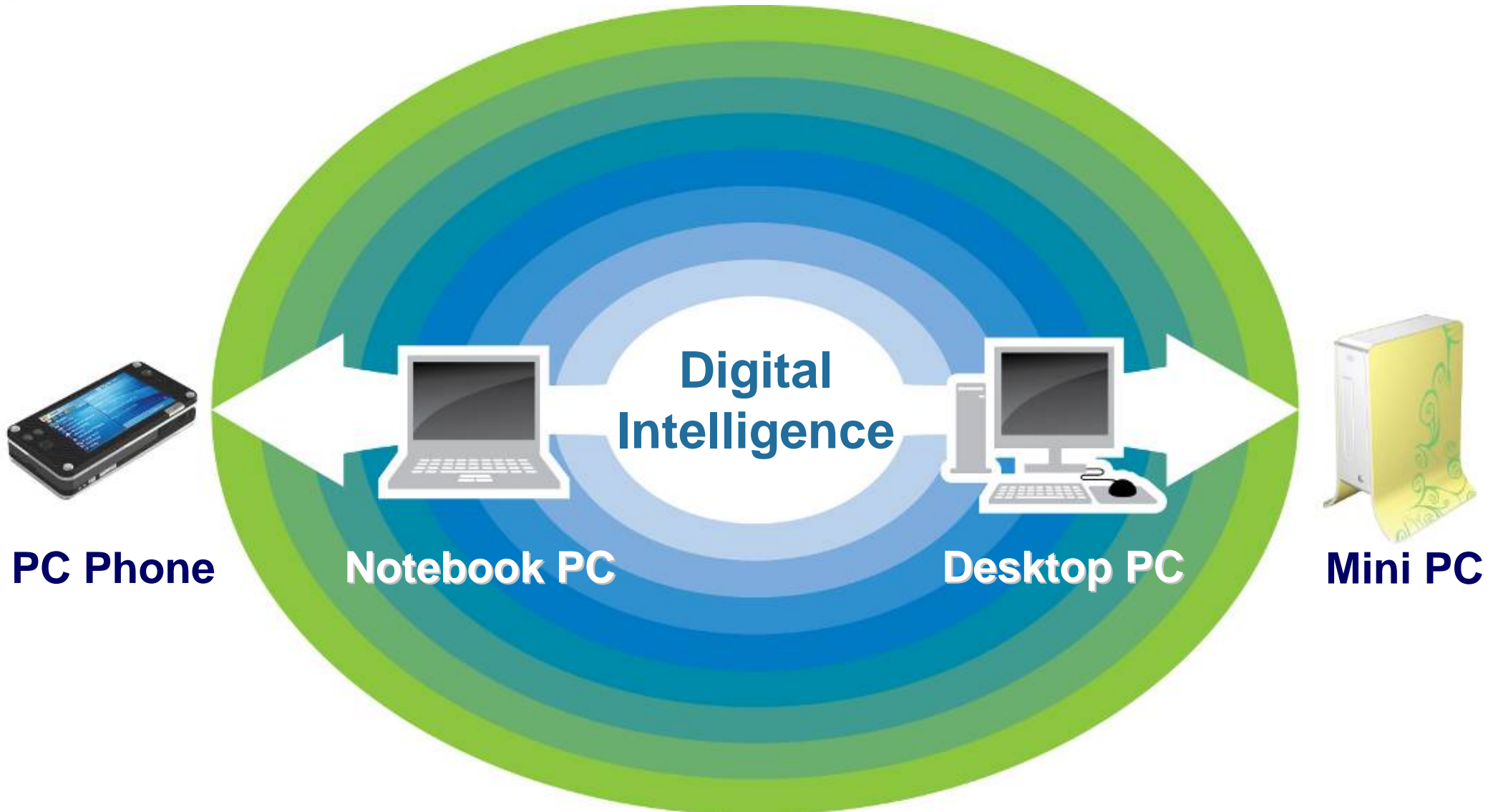
- Drivers customized for PC phone display available now
- Leveraging proven and mature technology

- **Protection and Privacy**

- Supports Execution Protection (NX) on Microsoft® Windows
- Integrated VIA Padlock™ security engine to secure personal data confidentiality



Digital Intelligence Proliferating



Desktop Leadership

Silicon Level

Platform Level

System Level



MultiChrome
Platform

Hi-Def PC
System



+



+



VIA Vogue
Body Module

VIA Vogue PC
Reference
Design



VIA pc-1 Initiative: Empowering a Community

- **Geekcorps installation in Bourem Inaly, Mali (far beyond Timbuktu)**

- Community broadcast station
 - Conveys news
 - Broadcasts local business & personal ads
 - Plays weekly movie
- 100% solar-powered
- Replicable installation



Geekcorps Mali "Cybertigi"

- **Market Day Cyber Seller**
 - Asynchronous services: email, voicemail, web cache
 - Instant Digital Services: photos, printing, scanning
 - Remote Services: mail order, city go-fer
- **Technical Model**
 - VIA pc1 PHD Appliance, Nokia 770
 - Scanner, printer, camera
 - Remote backend connectivity



Further Expanding Digital Intelligence

- **Extension of licensing with ARM**
- **Development of new generation of application processors for mobile phone, Set Top Box, Telematics, and Personal Media Player devices**

ARM

VIA: Leading the Way

- **Most power efficient platforms for driving the proliferation of Digital Intelligence**
- **Leading the industry in miniaturization to enable new form factors, device categories, and usage models**
- **Opening up exciting new opportunities for innovation and true product differentiation**

Embracing Digital Intelligence

Wednesday 7 June

Morning	Keynote Addresses
Afternoon	High Definition Platforms Technology Track

Thursday 8 June

Morning	Ultra Mobility Technology Track
Afternoon	Connected Client Computing Technology Track

Friday 9 June

Morning	Emerging Markets Technology Track
Afternoon	Emerging Markets Technology Track

Thank you!